

INTERAGENCY COORDINATING COUNCIL COMMITTEE MEETING MINUTES

COMMITTEE: Public Awareness

RECORDER: Elissa Provance

DATE: November 21, 2002

COMMITTEE MEMBERS

PRESENT: Elaine Fogel Schneider, Zelna Banks, Shirley Stihler, Cynthia Jaynes, Kathleen Colvin, Stephanie Pringle Fox, and Janet Canning

STAFF: Elissa Provance

DDS LIAISONS: Pat Hastings

ABSENT: Hedy Hansen, Nenita Herrera-Sioco, and Christina Johnson

GUESTS: Rosa King, DDS; Robert Sifuentes, State Council on Developmental Disabilities; Terri Hodges, David Ginsburg, and Sharon Sugarman, Department of Health Services.

SUMMARY OF IMPORTANT POINTS AND ACTIONS CONSIDERED

- I. Introductions and Opening Comments:**
Introductions were made by committee members and guests.
- II. Agenda Review**
The agenda was reviewed with no additions or deletions.
- III. Review and Approval of Minutes**
Motion to approve September 26 minutes was made by Shirley Stihler, seconded by Zelna Banks.
- IV. Committee Tasks and Activities**
 - A. Follow-Up Action Items**
 - **Recruiting, Mentoring, and Sustaining ICC Members**
Elaine requested ICC Committee chairs provide names of committee members who would be willing to act as “buddies” to new members. (Names presented at the Full ICC meeting were George Chance and Nina LaVine from FSSC; Robin Millar from

HSC; and Fran Chasen and Linda Landry from the FRCN Committee.)

Pat Hastings presented draft procedures for Committee review. The Committee recommended if a new member is assigned to a committee, a member from that committee will be assigned to act as a buddy. If the new member is not assigned to a committee, PAC will assign a buddy. A sticker or other graphic on the new member's badge will allow other ICC members to identify and welcome newcomers.

ACTION: Elaine will follow-up on her request with an e-mail to committee chairs. Pat will finalize draft of mentor procedures.

• **Family Empowerment Committee**

The committee wants to contact this Federal ICC committee for assistance with adapting their materials to the state level.

ACTION: Elaine will e-mail Hedy and request she bring information to the next ICC meeting in March.

B. Joint Meeting with the Health Systems Committee

Committee members discussed HSC members' desire for a physician's outreach campaign. PAC members agreed that they can make outreach recommendations, but HSC has the expertise to target the medical community. PAC is gathering information including information presented by DHS on their outreach efforts.

Stephanie raised the issue of physicians needing to learn more about FRCs and their function.

Shirley pointed out that to really impact physicians, we must go to the schools and change the curriculum. It is necessary to influence the entire medical community (i.e., nurses, physician assistants.)

Topic suggestions were made for the Early Start strand at the Health and Wellness Conference to be held in October 2003. Examples of possible topics include "How to Identify Potential Developmental Issues," or "Where to Send Families for Early Intervention Services." A resource table and information bags with Early Start information were also suggested. Members agreed it would be best for physicians to present to other physicians.

It was also suggested to discuss with HSC their opinions on how to best influence the medical community.

Discussion ensued about how to evaluate the effectiveness of current products. Suggestions were

- Reviewing FRCN data reports;
- Evaluating the impact on Early Start referrals following team visits to perinatal programs;
- Examining LEA data on the breakdown of children by disability and age to evaluate how early children are referred to Early Start early intervention programs; and
- Conducting focus groups with physicians to discuss the most effective methods of outreach to the physician community. HSC physician members could lead the focus groups.

Zelna also suggested making physician outreach a strategic goal during the February ICC retreat meeting.

ACTION: Request an interim meeting with HSC members to discuss details of the September joint meeting and information collected since. (A joint meeting was approved for February 20, 2003.)

Elaine will submit Early Start strand ideas for the Health and Wellness Conference to Rick Ingraham and also requested that if members have other suggestions, to please e-mail them to her and cc Elissa.

C. Newcomer Flyer

Pat Hastings distributed a new version of the newcomer flyer. Members approved the language and suggested using a graphic baby instead of a photo.

ACTION: Pat will revise and mail samples to committee members.

D. Referral Brochure

Elissa distributed new copies of the brochure. Additional text edits were made.

ACTION: Elissa will input changes and provide copies to Pat to mail with the newcomer flyer for final Committee review.

E. Presentation of Early Start PSA

Committee members and guests from DHS viewed the Early Start PSA.

F. Presentation by DHS of Their Outreach Efforts

Teri Hodges, David Ginsburg, and Sharon Sugarman from DHS presented their public awareness efforts regarding numerous campaigns, including Office of Family Planning and Five a Day cancer prevention program. Each campaign had its own approach to outreach, i.e., Office of Family Planning held a four-tier campaign: mentoring, male involvement, abstinence, and teen parenting.

Salient points:

- TV is costly medium and airing a paid campaign is challenging
- It's wise to use collateral materials such as brochures, in place of high cost ads
- Grass roots approaches are among the best ways to achieve success
- Focus groups are a major way of measuring the relevance of materials and approaches
- Baseline research can be done by a research contractor or outreach/education consultant (develop a creative brief describing the problem and the goal)
- Different kinds of campaigns: social marketing, community-based, and local programs. All lead to change.
- PSAs: no control over airtime.
- Use other vehicles to carry your message (e.g., Prop 10)

Terri Hodges suggested a meeting with those who developed the BabyCal campaign to discuss possible joint outreach efforts. Other potential partners might include WIC, California Medical Association, Medi-Cal provider seminar; and American College of Obstetrics and Gynecology

ACTION: Pat will follow-up with Terri Hodges regarding a meeting with those who developed the BabyCal campaign.

V. Department Reports

Department of Developmental Services:

Deferred to the Full ICC Committee.

California Department of Education:

No report.

VI. Other:

No other business

VII. Proposed Agenda Items for March 2003

- Review outcomes of ICC's January offsite retreat
- Update on mentor assignments and procedures
- Distribution of final newcomer flyer and final draft of referral brochure
- Follow up on February interim meeting with Health Services Committee regarding physician outreach
- Explore strategies to evaluate outreach efforts

VII. Meeting Adjourned